A secret the Wright Brothers never knew

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EXECUTIVE OFFICES
10 Columbus Circle
New York, New York 10019

THIRD CLASS

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Answer all questions—type or print—Legal Zip Code must be included.

DINERS CLUB *CREDIT CARD APPLICATION*

10 Columbus Circle, New York, New York 10019

FOR OFFICE USE

FULL NAME_____

RES. ADDRESS_____ (Street) _____ (City) _____ (State) _____ (Zip Code)

Phone_____ Rent Home_____ Own Home_____ Years at present address_____

PREVIOUS RESIDENCE ADDRESS_____ How Long_____

COMPANY NAME_____ Nature of Business_____

Address_____ (Street) _____ (City) _____ (State) _____ (Zip Code)

Phone_____ Years with above firm_____ Position_____ Age_____

MY ANNUAL INCOME IS $_____ (include commissions). If outside income, indicate source and amount_____

NAME AND ADDRESS OF FORMER EMPLOYER (if present employment less than two years)_____

SPOUSE'S NAME_____ Annual Income_____ EMPLOYED BY_____ Yrs._____

Address_____ (Street) _____ (City) _____ (State) _____ (Zip Code)

OWN REAL ESTATE? Location_____ Equity $_____

NAME AND ADDRESS OF RELATIVE LIVING ELSEWHERE_____

PERSONAL REFERENCE AND ADDRESS_____ Reg. Checking ☐

BANK AND BRANCH ADDRESS_____ Spec. Checking ☐

BANK AND BRANCH ADDRESS_____ Savings ☐

CHARGE ACCOUNTS AT_____ Loan ☐

CHECK ONE ONLY

COMPANY ACCOUNT ☐
Bill sent to office address

PERSONAL ACCOUNT ☐
Bill sent to home address

PERSONAL ACCOUNT ☐
Bill sent to office address

Have you previously applied for, or held a Diners Club Card?_____

If addition to existing account, show number_____

$11 FEE: ENCLOSED ☐ BILL ME ☐ covers 12 months' membership from date card is issued. (Incl. 1 year's subscription to Signature—the Diners Club Magazine at $1. In Canada, Hawaii, Puerto Rico, at $2, for a total of $12. Subscription optional.)

Card holder assumes joint and several responsibility with company applicant.*

SIGNATURE OF INDIVIDUAL APPLICANT _____

AUTHORIZATION FOR COMPANY ACCOUNT _____ (Signature of Executive) _____ (Title)

**On company account two signatures required.*

☐ $5 ANNUAL FEE ENCLOSED
☐ BILL ME
☐ Add $1 for an additional 1 yr. subscription to Signature, the Diners Club Magazine. ($2 in Canada, Hawaii, Puerto Rico.)

FOR SUPPLEMENTARY CARD TO BE CHARGED TO ABOVE PERSONAL ACCOUNT—FILL IN BELOW

FULL NAME OF SUPPLEMENTARY CARD APPLICANT _____ RELATION TO ABOVE MEMBER _____

ADDRESS _____ PHONE _____

SUPPLEMENTARY CARD APPLICANT'S SIGNATURE_____

FOR SUPPLEMENTARY CARDS ON COMPANY ACCOUNTS—SEE OTHER SIDE

1/66

BL-59

USE SPACES BELOW FOR SUPPLEMENTARY CARD APPLICATIONS TO BE CHARGED TO COMPANY ACCOUNT

COMPANY NAME _____

ADDRESS _____

FULL NAME OF SUPPLEMENTARY CARD APPLICANT _____ TITLE _____

HOME ADDRESS _____ PHONE _____

APPLICANT'S SIGNATURE _____

FULL NAME OF SUPPLEMENTARY CARD APPLICANT _____ TITLE _____

HOME ADDRESS _____ PHONE _____

APPLICANT'S SIGNATURE _____

FULL NAME OF SUPPLEMENTARY CARD APPLICANT _____ TITLE _____

HOME ADDRESS _____ PHONE _____

APPLICANT'S SIGNATURE _____

FULL NAME OF SUPPLEMENTARY CARD APPLICANT _____ TITLE _____

HOME ADDRESS _____ PHONE _____

APPLICANT'S SIGNATURE _____

*On Company Account, two signatures required, applicant's and authorizing executive's.

AUTHORIZATION FOR COMPANY ACCOUNT _____ _____

SIGNATURE OF EXECUTIVE TITLE

(Card holder assumes joint and several responsibility with company applicant.)*

☐ $5 ANNUAL FEE ENCLOSED FOR EACH APPLICANT ☐ BILL COMPANY

☐ Include 1 yr. subscription to Signature, the Diners Club Magazine for each applicant @ additional $1 each. ($2 in Canada, Hawaii, Puerto Rico.)

☐ SEND MORE APPLICATIONS FOR ADDITIONAL SUPPLEMENTARY CARDS

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DINERS CLUB

10 COLUMBUS CIRCLE
NEW YORK
NEW YORK 10019

Printed in U.S.A.

With this card you can...

Travel anywhere by air—sea—bus or car

(and never put down a penny in cash)

In the air, everywhere, almost every major international, transcontinental, trunk airline and air taxi service honors your Diners Club Card... a great convenience when you must make a sudden business trip, or plan a family vacation. In fact, no other world-wide credit card is accepted on as many domestic flights. No deposit required, and in many cases you can take up to **2 years to pay.** You can charge any Grace Line, American President or Moore-McCormack Line cruise—with more steamship companies to be included soon. (The **only** world-wide credit card honored in the passenger steamship industry.) Or book world-wide tours with accredited travel agents and take up to 2 years to pay. Or rent a car in any city (from Hertz, Avis, Budget Rent-A-Car, etc.)—or travel by Greyhound Bus anywhere in U.S. Your Diners Club Card makes you welcome everywhere. When traveling in your own car, you'll find more of the leading oil companies honor your Diners Club Card in their gas stations, throughout the U.S. and Canada, than any other credit card. (Sunoco, Union, Pure Oil, Phillips, Pennzoil, Citgo, etc.)

"Charge it" on TWA • United • American • Eastern • National • Delta • Braniff • Air Canada • Air France • BOAC • Japan • KLM • Lufthansa • Sabena • Aeronaves de Mexico • Aloha • Northeast • Western • Continental • Hawaiian • Air India • Northwest Orient • MacKay • New York Airways • Pacific • Trans Caribbean • Varig • West Coast • Allegheny... and many more!

Stay at a quality "name" hotel or motel—enjoy good meals or even a relaxing or a rip-roaring vacation

(and charge everything, including tips)

Your Diners Club Card is honored in more of the finest hotels, motels and resorts, by far—and in more quality restaurants and night clubs, by far—than any other credit card in the world. That means wherever you travel you're assured of the best accommodations and excellent dining.

And when you're vacationing—in Miami, Palm Beach, Las Vegas, Palm Springs, Hot Springs, New England Ski Resorts, Hawaii, the Caribbean, or wherever your favorite spot may be—your Diners Club Card makes you the honored guest in the most honorable places.

(Diners Club is the only world-wide credit card accepted in all Sheraton Hotels. Say "charge it," too, at all Holiday Inns • Quality Courts • Schine • Loew • Manger • Western • Corrigan • Marriott • Hull • Hotel Corp. of America • Knott • Pick • Jack Tar • Boss • Intercontinental Hotels • Travelodge • Dinkler • Congress Motor Hotels... and thousands and thousands more!)

may be charged to your Diners Club account.

Buy

flowers, delicacies, gifts, clothing, liquor (where state law permits) —hire a caterer, messenger or temporary personnel (through Manpower, Inc.) —lease cars through Chrysler or Ford

(with no deposit—and pay all bills with one check)

It's the **only** world-wide credit card accepted by the FTD (Florists' Telegraph Delivery) service, with over 11,000 member florists throughout the world. You can also shop by phone. Or call "Miss Weston" Service in the West, "Miss Easton" Service in the East, for travel information, hotel and motel accommodations, flowers and gifts of every type to be sent for you anywhere in the world. The service is free (only actual charges will be billed on your monthly statement.)

Or charge books at the nationwide Doubleday Book Stores. Or theater tickets at Tyson-Sullivan, the world's largest ticket broker. Or take advantage of America's biggest Executive Mail Order Gift Program, Diners' Executive Shopping Service. Or shop at your home or office for highest quality merchandise and gift items at special volume prices. Have them shipped to you on approval with satisfaction guaranteed. Pay on an installment basis, if you wish, with no added service charge.

Enjoy

peace of mind with a low cost Travel-Accident Insurance Policy*— including medical payments

(and it pays up to $198,000 per person)

What great assurance for your family, especially if you're a traveling man! Among the unique features of this special Diners Club policy are: **Triple** air flight benefits after one year. Monthly disability income benefits (up to $660). Pays in addition to any other insurance you may have.

No medical examination. Full payment Medical Expense Benefits (up to $5500 per person). Your low monthly premiums are included on your regular Diners Club statement, and serve as a record of your expenses.

*Insurance policy is optional

Get

lowest cost travelers cheques

For more than a century, Thos. Cook & Son has been the most widely known and respected name in travel service. Since 1874 Cook's Travelers Cheques have been the most widely recognized international currency—and **the least expensive to purchase.**

Now, by simply presenting your Diners Club Card at nearly 500 Thos. Cook & Son and Diners Club offices all over the world, you may purchase Cook's Travelers Cheques **with your personal check**. No other credit card lets you purchase travelers cheques in as many places wherever you're likely to travel.

don't worry if your card is

Lost

You enjoy unlimited credit card protection at absolutely no cost for any unauthorized charges over $100 in the event of loss or theft of your Diners Club Card. In addition, your responsibility for any fraudulent charges stops the moment you notify Diners Club of loss or theft of your card. Thus if you notify Diners Club before your card is fraudulently used, you are protected against all liability.

However, in the unlikely event that you should ever require additional protection against the loss or theft of your card, the Beneficial Standard Life Insurance Company offers Diners Club members a low cost group policy that covers in full the first $100 of fraudulent charges on a Diners Club Card. The policy also covers 7 other credit cards for up to $2,500 for one card or $5,000 for all cards, with the first $50 of any loss being deductible.

It's the finest credit card protection insurance available. The cost? Only $2.40 per year...and the premium may be charged to your Diners Club account.

you can face the

Tax

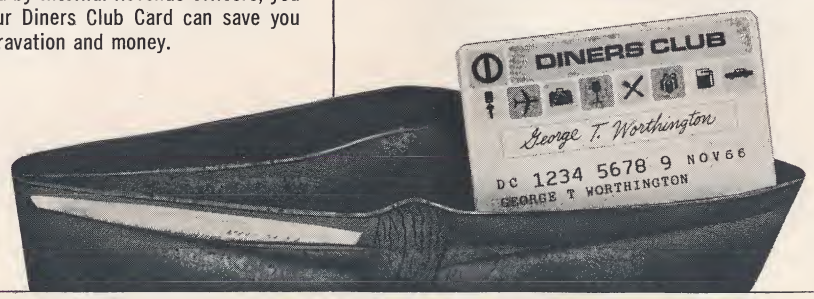
man unafraid

...because your Diners Club receipts have ample space for you to fill in all Internal Revenue Service requirements for Travel and Entertainment deductions. This gives you an accurate, documented and approved list of T & E expenses for your income tax return. Since such expenditures are the most frequently contested by Internal Revenue officers, you can see how your Diners Club Card can save you time, effort, aggravation and money.

and you need never be caught short of

Cash

...not with your Diners Club Card. With it you'll enjoy the same instantaneous credit recognition away from home as in your own neighborhood. Your credit standing travels with you unchallenged around the world...everywhere in the United States and in 109 foreign countries.



MAIL THE ENCLOSED APPLICATION TODAY

Diners Club provides many more privileges, benefits and services for its members—and they're all yours for just $10 a year. (Check on the application whether you're enclosing payment now, or prefer to be billed.) Supplementary cards for other members of your family or firm are $5.00 each per year, if charged to your account. $1.00 fee for 12 months subscription to Signature, the Diners Club Magazine—the world's most interesting travel and entertainment publication—is optional. ($2.00 in Hawaii and Puerto Rico.)

DINERS CLUB

NEW YORK CITY 19, 10 Columbus Circle, CI 5-1500 • CHICAGO 1, 224 No. Michigan Avenue, RA 6-2775 • LOS ANGELES 67, Gateway West, Suite 700, Century City, 277-1500 • HONOLULU 15, 2273 Kalakaua Avenue, 938-408 • TORONTO, 91 Yonge Street, EM 3-9545 • MONTREAL, 5727 Monkland Blvd., HU 9-0632 • Other offices in principal cities throughout the world.

AB:b-1

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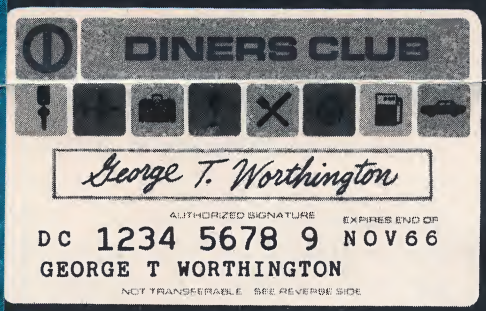
You can fly with the stroke of a pen...

if you have this, too!



Your signature and your Diners Club Card are all you need to take off on 66,502 departures every week on 67 domestic and international airlines (and in many cases take 2 years to pay!)

DINERS CLUB

10 Columbus Circle, New York, N.Y. 10019

From the Office of the President:

This is a fact: no other world-wide credit card is accepted on so many domestic flights as the Diners Club Card.

In the air, everywhere, almost every key domestic, international, trunk airline, air taxi and helicopter service honors your Diners Club Card... a great convenience **wherever** you travel, and **whenever** you must make a sudden business trip or plan a family vacation. You'll be charged on your regular monthly statement, or in many cases you may choose the convenient Diners Club Time-Payment plan and take up to 24 months to pay.

With a Diners Club Card you never put down a deposit. In fact, you will never have to risk carrying large sums of cash again. Not for flying, driving, hotel or motel rooms, dining, entertaining, shopping, gasoline and car repairs, car rentals, and dozens of other everyday dealings you've always handled on a cash and carry basis.

Whether you're traveling alone on business, or vacationing with your whole family—anywhere in all 50 states and in 109 foreign countries—almost every purchase, accommodation and service can be charged on your Diners Club Card at over 130,000 establishments. You can even take that luxurious, leisurely cruise or international tour you've always wanted, charge it on your Diners Club Card, and take two years to pay.

It's the **only** world-wide credit card accepted by the giant Sheraton Hotel chain (and thousands of other leading hotels and motels)... by the steamship industry... by the FTD (Florists' Telegraph Delivery) service, with over 11,000 member florists throughout the world... by the nationwide Doubleday Book Stores... by the Chrysler and Ford auto leasing programs (and almost every nationwide and local car rental agency)... by Tyson-Sullivan, world's largest theater ticket agency.

In addition, as a Diners Club member your personal check will be honored for the purchase of Cook's Travelers Cheques at nearly 500 world-wide offices of Thos. Cook & Son and Diners Club. (The lowest cost and most widely recognized travelers cheques).

Diners Club also offers you low-cost Travel-Accident Insurance for yourself and your family, with a limit as high as $198,000 per person. Plus the biggest Executive Mail Order Gift Program in the United States... and a monthly magazine of travel, entertainment, humor, sports and fiction by some of the best known writers of our time.

Remember, too—Diners Club receipts are accurate, documented records of travel and entertainment expenses for your income tax return. And if your card is lost or stolen, don't worry. You enjoy unlimited protection **at no cost to you** for any unauthorized charges over $100. (Notify Diners Club **before** your card is fraudulently used, and you're protected against **all** liability.) Should you ever require additional protection against loss or theft of your Diners Club Card, or any other credit card, a low cost policy is available to you at a cost of less than a penny a day.

Why not look through the enclosed brochure that gives you more facts about the advantages of carrying a Diners Club Card? All the many privileges, benefits and services it offers are yours for just $10 a year. Check on the enclosed application whether you're sending payment now or prefer to be billed. Supplementary cards for other members of your family or firm are $5 each per year, if charged to your account. ($1.00 fee for 12 month subscription to Signature, the Diners Club Magazine, is optional.)

Why not send your application now, while you're thinking of it?

Cordially,

Alfred Bloomingdale

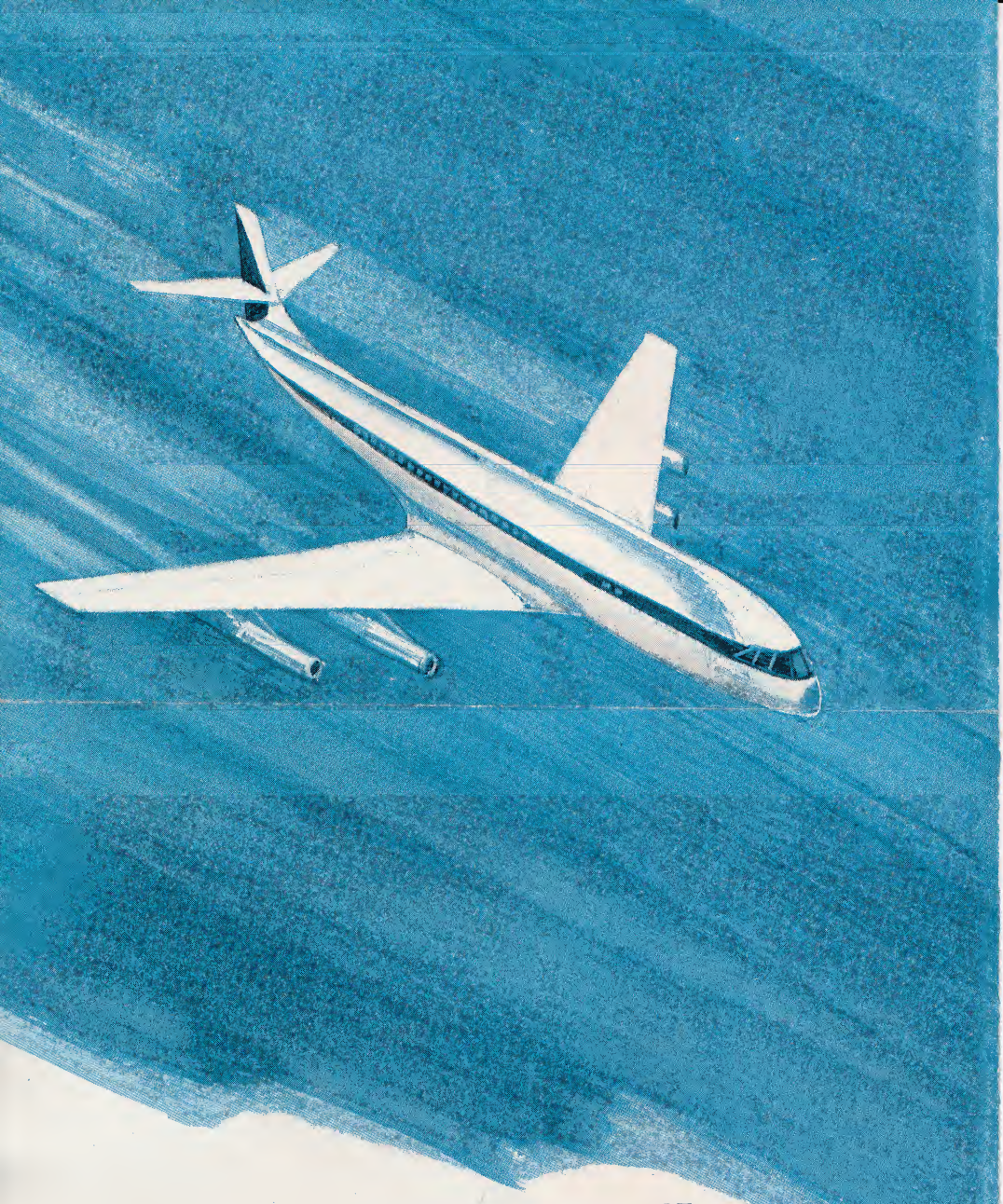
AB:L

Alfred Bloomingdale
President

P.S. If you are already a member, we would appreciate it if you turned this letter over to a friend of yours who is not. Thank you.

if you have this, too!

Your signature and your Diners Club Card are all you need to take off on 66,502 departures every week on 67 domestic and international airlines (and in many cases take 2 years to pay!)



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...and "charge it" with your Diners Club Card
(in many cases taking 2 years to pay!)